

The Banker and Advertising

Our recent advertisement in these columns, entitled "Are the Banks to Blame?" drew forth a considerable amount of interesting correspondence.

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The advertisement mentioned three great Philadelphia bankers who financed the Government in time of war—Morris in the Revolution, Clark in the Mexican, and Cooke in the Civil War—the latter having been the originator of the first national advertising campaign. Our attention is called to the fact that we omitted to mention Stephen Girard, who financed the war of 1812.

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In the advertisement we stated our belief that bankers should make more of an effort to familiarize themselves with national advertising as an investment, as an integral part of selling, and therefore a legitimate basis for extending credit to able manufacturers.

The following quotations from a letter from a Philadelphia manufacturer are of interest in this connection:

The Curtis Publishing Company,
Philadelphia.

Gentlemen:

The advertisement in today's Ledger interested me, and I am glad that it was printed. This concern has been fairly prosperous for a good many years with practically no capital invested in the business, has never borrowed a dollar from a bank in its entire career, and has always had money in bank—sometimes not as much as we would have liked to have had, but still it was money.

About three months ago we wanted some money for advertising purposes, and I went to a bank and told them I would carry a balance there, guaranteeing to maintain at all times not less than \$1000 deposit, if they would lend us \$3000. I was asked what I intended to do with the money, and I told them I intended to spend it for advertising a new product. The dignity of the officer must have been very much hurt. He knew nothing about advertising, probably had no commercial experience, and to my mind was a poor banker, because he declined the loan, notwithstanding the fact that the indorsers represented not less than \$150,000. Pretty good security, don't you think, for a \$3000 sum to be invested in a profitable business.

I have always been led to believe that banks were in business to lend money, and if they don't lend money on such security as we offered them, what will they lend money on?

Oh! I nearly forgot to tell you that I started my proposition without this bank's money, and it is proving a success.

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We have also a letter from the credit man of a Philadelphia bank, stating that the banks are not to blame for lack of advertising enterprise in Philadelphia, and that advertising is not a purpose for which loans should be made. He requests that his letter shall not be published, but our reply to him may be of some interest.

We thank you sincerely for your letter of the 8th.

At this time we would simply urge you to read the copy of "Selling Forces" (our book on advertising which was sent to him) carefully and with an open mind. After you have read it, we would like very much to have one of our representatives call on you and discuss some of the questions which you raise in your letter. We believe that you will have a different point of view then, and some of the questions which you raise will answer themselves.

All we ask, in fact all that is necessary, in connection with our advertising in the Evening Ledger, is that the readers thereof be open-minded and willing to take the time and trouble necessary to make an intelligent study and investigation of the real value of advertising and its dependability as a selling force, and therefore the legitimacy of loaning business men funds from the banks for advertising purposes. There would be no question in your mind were the funds to be used to pay salesmen or for well understood methods of promoting sales, provided the assets of the company justified such a loan.

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We recommend the study of national advertising in these two particulars:

1. As a legitimate, necessary and constructive selling force.
2. As an investment rather than an expense.

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA